

FREE!

Classic TRUCKS

Four handsomely detailed commercial truck miniatures from the turn of the century — yours free for accepting our no-risk music offer (details enclosed)



1912
MODEL T TANKER



1912
MODEL T AMBULANCE

**Say
"Yes"**
to get them all!
See
other side...



1918
DELIVERY VAN



1910
TYPE AG WATER WAGON

**Roll'em!
Show'em off!**



MILESTONES

Salt Lake Mattress and Manufacturing Co. continues its year-long celebration of 100 years in business with special promotions and sales for its customers.

The company was started in 1892 by Frederick Eberhardt, the eighth of 11 children born to German immigrants, who secured a \$150 loan and opened the Salt Lake Wire Spring Co. on the second floor of a building where the S

beds, mattresses, and upholstery made in a variety of sizes. Back then, mattresses were filled with various materials such as horse hair, shoddy (shredded scraps and rags), cotton, and feathers. Beds were smaller, and there were no king- or queen-size beds.

When Salt Lake Mattress and Manufacturing Co. was incorporated, a building to house the growing concern was built on 300 South, directly west of the Rio Grande depot. Though it has undergone additions and renovations, that building is still in use.

In 1922, Eberhardt's son, Alexander, took over as the firm's president, and the company joined Serta Inc., a national cooperative group of independent mattress manufacturers.

Manufacturing Co. in 1985, and he still serves as the company's president.

"I've been here almost one-fifth of the 100 years, and I have seen the company run with Eberhardt quality standards for those 20 years," Crowther said.

Crowther said his company, one of 34 Serta factories in the United States, has diversified its business by adding commercial quilting, sewn products, seat covers, and computer software for the mattress industry. But the base of their business remains mattresses and foundations.

"Many people don't know that their Serta Perfect Sleepers are made right here in Salt Lake City," Crowther said. "I don't think I'll see another hundred years, but the company probably will. We're a viable entity in today's market."

"We have a national reputation to keep," Crowther added. "Frederick Eberhardt set the tone for quality



ELECTRONICS

SMALL-SCALE INGE

BY FRANK VIZARD, Electronics Editor



● Bose is introducing smaller versions of its Acoustimass 3-piece speaker systems. Dubbed the Series II, these two models are even tinier than their predecessors.

The satellite speakers for the Acoustimass 5 Series II are 20% smaller than its predecessors. Just imagine two stacked apples. With the Acoustimass 5, the "apples" rotate on